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UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Administration
Washington, D.C.

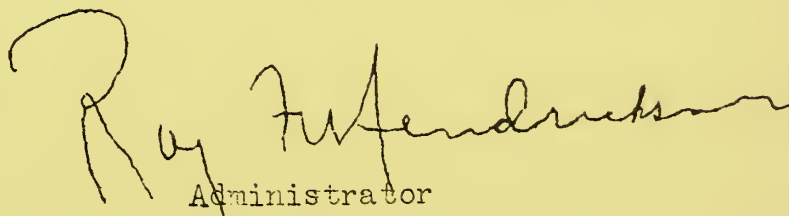
August 23, 1942

ADMINISTRATOR'S MEMORANDUM NO. 28

Coordination of Marketing Studies

Our job in the AMA is much more than simply carrying out programs that have been developed in past years. We must be continuously studying current problems in order to build a marketing program that will be of greatest possible benefit to agriculture and to the public. All of us should know what studies are under way, in the AMA and elsewhere, what conclusions are being reached, and what bearing these conclusions may have on our programs.

To help accomplish this Fred Waugh is making a survey of marketing studies which are being made in the branches and divisions of the AMA. The head of each branch and of each division should designate a man to assist in this survey and to help work out some way of keeping us all up to date concerning new and proposed work.


Administrator

